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**Worth
every
BITE:**



Snacking smarter
in the GLP-1 age





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Innovative companies are turning disruption into opportunity – creating products that appeal not just to medication users but to a growing segment of nutrition-conscious consumers nationwide.

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The new nutrition frontier: Meeting the needs of GLP-1 users

August's second-annual Newtopia Now show in Denver revealed a seismic shift in the natural products industry. While protein and fiber dominated conversations, the most compelling narrative centered around nutrient-dense solutions specifically designed for the growing population of GLP-1 (glucagon-like peptide-1) medication users. These weight-loss drugs are reshaping not just bodies, but entire product development strategies across the food and beverage landscape.

Of course, it's about more than just formulation. It's about reimagining nutrition for a new era of conscious consumption. As GLP-1 users experience increased satiety and reduced appetite, they're demanding more from every calorie they consume.

Several emerging brands at the show demonstrated they are positioned for this shift, having already embraced the principles of nutrient density and clean formulation. The Conscious Bar, for one, has pioneered this approach with protein-rich, minimally processed chocolate bars that deliver sustained energy without artificial ingredients. Each bite offers protein and fiber.

Similarly, hrb•vor | Herbal Iced Tea provides a refreshing solution for GLP-1 users struggling with hydration. The botanical-infused beverages offer functional benefits without the sugar load of conventional drinks; they're sweetened with raw organic agave inulin.

Also, Loopini focuses on digestive health, a critical concern for many GLP-1 users experiencing gastrointestinal (GI) side effects. The products support the gut microbiome while delivering essential nutrients in easily digestible formats, such as new fiber-rich pizzas boasting nutrients from a crispy lupin crust.

Perhaps most exciting is Aider's approach to high-protein frozen treats. These products offer a psychological win for GLP-1 users: satisfying cravings while delivering muscle-preserving protein with minimal sweeteners. This represents the ideal intersection of indulgence and nutrition the market now demands.

While few brands at Newtopia Now explicitly marketed themselves as "GLP-1 companions," the intent was unmistakable.

The winners in this new landscape will be brands that understand nutrition isn't just about what's removed (sugar, artificial ingredients), but what's strategically added: protein, fiber and functional ingredients that support overall wellness in a calorie-restricted environment.

Be well. Eat *and* drink well.

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Gut instinct: Microbiome support in weight-loss snack development

The gut isn't just a problem to solve. It's a major opportunity. As GLP-1 medications reshape eating behaviors, microbiome-supporting snacks are trusted tools that align with users' shopping habits and decreased appetites.

by Nick Collias

Formulating the ideal snack for GLP-1 (glucagon-like peptide-1) users is no longer a shot in the dark. We're far enough into this massive cultural experiment to start seeing the outlines: The portion size is small – maybe even tiny – but the product needs to taste seriously good to earn its place. A little protein helps, too.

But gut health also belongs on the short list. And for GLP-1 users, it's more than a wellness buzzword. Common side effects like nausea, bloating and constipation make digestive comfort a daily concern. At the same time, these medications act directly on the gut-brain axis, slowing gastric emptying and reducing appetite.

This dual reality demands a rethink of what a snack can be. It invites brands to consider microbiome-supporting snacks not just as functional novelties, but as tools to improve



the snacking experience, and potentially the effectiveness of the wellness journey itself.

What do GLP-1 users want from snacks?

For brands, the GLP-1 consumer doesn't just present a shrinking appetite. This population is also one that's more selective, intentional and likely to seek products that deliver on multiple fronts.

"They want it to taste good and feel good," Ashley Robertson, director of global marketing and communications at sustainable ingredient company Corbion, stated. Not only that, she added, "They want it to make them feel good." Because it can be hard for GLP-1 users to get excited about eating, they consistently report asking if a snack is "worth it" to eat. And

Certain categories held steady or grew, including a few familiar snack options: **yogurt, produce, nutrition bars and ‘meat snacks.’**

precious few categories of snacks consistently make the cut.

A 2024 [study](#) by economists at Cornell’s SC Johnson College of Business used receipts from over 23,000 people to track the real-world shopping habits of GLP-1 users. Certain categories – baked goods, frozen meals, salty snacks – saw deep declines. But others held steady or grew, including a few familiar snack options: yogurt, produce, nutrition bars and “meat snacks.”

No doubt gut health plays a central role in this equation. In proprietary research from ADM, 40% of GLP-1 users reported ongoing gastrointestinal (GI) discomfort. Nearly half had increased their fiber intake, and 39% were actively seeking out prebiotics and probiotics. Crucially, a whopping 80% of users also said they’d prefer to buy products tailored to their needs.

The fiber landscape for GLP-1 and snacks

Fiber must walk a delicate line in a GLP companion snack. With reduced caloric intake and limited food variety at play, fiber has become one of formulators’ favorite tools to

help sustain a healthy and diverse microbiome. But overdo it, and the same ingredient can deepen digestive discomfort or completely wipe out someone’s appetite.

Charles Purcell, technical leader at ingredient supplier Foodology by Univar Solutions, agreed, “There’s always the risk that if you make it too fiber rich, they might even eat less.”

Success in this space isn’t just about hitting a number on the Nutrition Facts label. It’s about finding the right source, the right dose and ideally, the right set of potential functional side benefits. Three prebiotic fiber options for gut-focused snacks include:

Inulin

Strength: Versatility

Inulin has become one of the most popular fibers in functional foods and drinks, due to how it can be tailored to the product around it. “It’s not just a fiber,” Purcell explained. “The chain length changes how it performs. Longer chains act as fat mimetics, shorter chains can provide sweetness. All of them produce short-chain fatty acids that support gut health.”





Add more taste, not sugar.

Few consumer trends are as far-reaching as the drive to reduce sugar consumption – considering that 76% of those surveyed say they're limiting or avoiding sugars.*

The *What's Hot in Sugar Reduction* resource platform from Cargill serves up expert insights, product innovations and unique solutions in these key categories:

- *Active Nutrition*
- *Beverages*
- *Dairy & Dairy Alternatives*

Dial up your innovation with Cargill.

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Formulation focus

That means this single ingredient can pull double or even triple duty, helping reduce added sugars and fat while still supporting microbiome diversity. Dosing is key, however, and as “fiber soda” devotees have discovered, high amounts of inulin can contribute to discomfort. As such, formulators should use this fiber’s format versatility to make a little go a long way.

Soluble corn fiber

Strength: Sensory mildness

A snack that isn’t thoroughly enjoyable simply won’t make it into a GLP-1 user’s regular rotation, regardless of its functional benefits. That makes ingredient subtlety a key asset, and soluble corn fiber delivers on that front.

Devon McDonald, a food scientist at ingredient giant Cargill, noted, “Some fibers may have more impact on texture, color or flavor, while others can be incorporated with minimal sensory trade-offs. It really comes down to the fiber source.”

Cargill’s soluble corn fiber is designed to behave like traditional bulking carbohydrates. It offers a neutral flavor and minimal impact on texture or clarity – two important qualities for small snacks, where even a hint of graininess can be a dealbreaker. With at least 70% fiber content (dry basis), it also supports “high in fiber” claims.

Arabinoxylan

Strength: Tolerability and diversity

While probiotic diversity is often top of mind, prebiotic fiber diversity is often overlooked. That’s a missed opportunity, Taylor Davis, marketing manager at ingredient supplier Comet Bio, said.

“People often think, ‘Fiber is fiber.’ But if you’re only feeding your gut one type of prebiotic, only a few strains of bacteria are benefitting,” she maintained. “That’s why diversification is so important.”

4 essential questions to ask suppliers about gut-health ingredients in snacks

Before formulating in this niche, brands should perform due diligence on any active ingredients, asking questions such as:

1. Is the ingredient well tolerated?

What’s the max dosage per serving and per day before discomfort becomes a risk?

2. How viable is the ingredient?

Will it remain intact through processing, pH shifts and intended shelf life?

3. Are any claims supported?

What human clinical trials can be referenced? What claims can the ingredient support in a finished product?

4. What about diversity?

Will this ingredient support microbial diversity and short-chain fatty acid production, or only a narrow subset of bacteria?



Brands should **step away from** anything related to GLP-1 on CPG labels and marketing, focusing instead on nutritional support.

Comet Bio's arabinoxylan-based prebiotic, Arrabina, offers a naturally diverse nutrient profile that includes beta-glucan and polyphenols. That variety feeds a broader range of beneficial gut bacteria.

Crucially, it's also shown to be gentle on the stomach. "We tested up to 15 grams and saw no difference from placebo in gas or bloating," Davis reported. "The effective dose is just 3.6 grams. That gives people a buffer, even if they eat multiple products in a day."

Emerging ingredients for gut-focused snacks

Prebiotic fibers aren't the only option for satiety-forward offerings.

Postbiotics

Because they don't contain live microorganisms, postbiotics offer excellent stability in snacks. Certain strains, like ADM's BPL1, are available as both probiotics and heat-treated postbiotics, and were shown

in clinical trials to support [visceral fat loss](#) alongside diet and exercise. The resilience of these end-game biotics makes them ideal for applications where heat, moisture or shelf life might challenge traditional probiotics.

Spore-forming probiotics

Unlike traditional probiotics, spore-forming probiotics like ADM's *Bacillus subtilis* (DE111) can survive tough formulation environments and deliver gut benefits even in nonrefrigerated formats. Studies have also linked them to [reduced body fat](#), offering an additional appeal to weight-conscious GLP-1 users.

Collagen peptides

Collagen? Yes, collagen. Certain collagen peptides, like Rousselot's Peptan, have been shown in [research](#) to relieve bloating and digestive discomfort, two of the most common GLP-1 side effects. It also pulls double duty as a protein source.

Formulation focus

Tread lightly with claims

Despite all the potential positioning advantages, Davis mentioned that many ingredient manufacturers and the Global Prebiotic Association (GPA) advise stepping away from anything related to GLP-1 on CPG labels and marketing. One of the experts SupplySide Food & Beverage Journal spoke with cautioned that Google had flagged and demanded removal of a recent blog post that simply discussed GLP-1s – not even in the context of the ingredient itself – so care is paramount.

GPA created a best practices guide to aid stakeholders in responsible marketing and product innovation, urging careful wording and restraint to avoid any regulatory issues. The organization cautioned, “Alert systems (potentially utilizing AI [artificial intelligence]) are anticipated, screening for GLP-1 supplement claims. If the term GLP-1 is not needed, don’t use it.”

As for a winning strategy that may attract GLP-1 users, the guidance document recommended focusing on nutritional support needs, as well as overall gut health and hydration. ■



Nick Collias is a writer and editor with over a decade of experience working in the health and fitness industry. He was the host of the Bodybuilding.com Podcast, interviewing elite athletes and training thought-leaders on a wide range of exercise, nutrition and lifestyle topics, and has worked as a longform print and online journalist, as well as a book author, ghostwriter and editor.



read

GLP-1 drugs drive new innovation in frozen foods

The popularity of GLP-1 drugs like Ozempic is a key factor that’s on track to impact frozen food purchases in 2025, according to industry experts.

The Game Changers

Here's a spotlight on 10 top brands leading the industry with successful concepts, mindful execution.



Kate Farms

The Hermit



Rootless



Alec's Ice Cream



IQBAR



Kif Nature's Soda



Perfect Keto



Struesli



Lentiful



Two Spoons

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A spotlight on 10 brands revolutionizing snacking for **GLP-1** users

by Melissa Kvidahl Reilly



The meteoric rise of GLP-1 medications isn't just changing waistlines – it's completely reshaping the snack industry.

Usage of GLP-1 (glucagon-like peptide-1) drugs is surging, with a [new survey](#) finding that nearly 12% of Americans have used medications like Ozempic and Mounjaro for weight loss. Another 14% said they're interested in trying them. Although they are often touted as miracle drugs, GLP-1s typically give rise to unique nutritional needs.

Jasmine Hume, founder and CEO of Shiru, the company behind Flourish – a platform that discovers functional proteins and peptides to support GLP-1 pathways – explained, “These individuals have dramatically altered appetite

signals, reduced food intake, slowed gastric emptying and often experience digestive side effects.”

While the snack market for GLP-1 users is still in its infancy, the demand is clear. Kash Rocheleau, CEO of alt-sweetener supplier Icon Foods, said, “You can see it in the way consumers are gravitating toward smaller portions, lower sugar, and functional ingredients that support blood sugar balance and satiety.” Brands like the 10 listed featured here can meet growing demand with products tailored to appeal to GLP-1 users – and beyond.



Rootless – Seaweed bites

Founders: Sachi Singh, Gabby Pavelko and Grayce Millard

The story: Singh launched Rootless to help transform the global food system by boosting consumer demand for sustainable seaweed. For GLP-1 users, appetite suppression can lead to reduced nutrient intake, particularly fiber and micronutrients like iodine, which are vital for thyroid and metabolic health.

Why it's a game changer: Daily Bites are designed as whole-food, functional nutrition for women, supporting their quest for overall wellness, and delivering 100% of the daily recommended iodine plus clean energy from almonds, seeds, quinoa and dates. At just 35 calories, Daily Bites deliver a proprietary seaweed blend – featuring sea moss, bladderwrack, dulse, kelp and sea lettuce – making them a versatile option to break a fast without spiking blood sugar, fuel a workout, replace an afternoon coffee or serve as a nutrient-rich dessert. Available in five unique flavors, ranging Orange Pistachio to Coconut Chai.



Struesli – Clean granola

Founder: Adrienne Lufkin

The story: Lufkin was out to design an ultra-clean granola. It's high in fiber and low in net carbs, without grains, sugar or added sweeteners. "Built on organic sliced tiger nuts – a prebiotic-rich root vegetable, not a nut – plus nuts and seeds, Struesli delivers plant protein, healthy fats and gut-friendly fiber in every serving," she maintained.

Why it's a game changer: Most granolas are built on oats and sweeteners, and for GLP-1 users, that just won't work. This product is based on functional ingredients like fibrous tiger nuts, protein-rich nuts and seeds, and zero added sugar. "For GLP-1 users, where every bite matters, Struesli packs satiety, fiber and nutrients into a small portion," Lufkin stated. She added, "It's granola, cleaned up and redefining the category with real nutrition and versatility to help you thrive."



Kate Farms – High-nutrition shake

Founders: Michelle Laver, Richard Laver and Brett Matthews

The story: Kate Farms was founded to deliver a better baby formula, without artificial colors, sweeteners or flavors found in conventional options. Today, its product portfolio spans options for kids and adults with gastrointestinal (GI) conditions, food allergies, diabetes and other health concerns.

Why it's a game changer: GLP-1 users typically consume fewer calories, but this can reduce intake of protein, fiber and key micronutrients like iron and vitamins D, B12 and A. The company's High Protein Nutrition Shake was designed for GLP-1 users and formulated to ensure satisfying taste and texture, even for consumers with a reduced appetite. Each 11 fl. oz serving delivers 25 g of plant-based protein and is a source of all nine essential amino acids (EAAs), along with 6 g of fiber and 25 vitamins and minerals.



The Hermit – Calamari jerky

Founder: Steven Shonts

The story: While traveling through East and Southeast Asia, Shonts fell in love with the local dried squid preparations, which sparked an idea to create a similar product back home.

Why it's a game changer: Made from wild caught calamari, The Hermit jerky was developed to meet the evolving needs of consumers reducing caloric intake, either through lifestyle change or with the help of GLP-1 medications. "Our snack delivers a complete and high bioavailable protein in a very compact format: 28-29 grams of protein in a 2 oz. bag, with no added sugar and zero artificial ingredients," Shonts said. "Our calamari jerky is unique because it delivers an extraordinarily high protein-to-volume ratio with minimal bulk and zero emulsifiers or binders, offering a clean, easily tolerated option that aligns with reduced-appetite eating patterns."



Two Spoons – Functional, frozen treats

Founders: Rich Ferreira and Gabe Zichermann

The story: When Zichermann, who was taking a GLP-1 medication, couldn't find a dessert that fit his lifestyle and still tasted great, he and Ferreira decided to create their own – ice cream that delivers on taste, nostalgia and functional benefits.

Why it's a game changer: "The issue we often come across is that low-sugar, high-protein foods are not very good or not an adequate substitute for snacks that don't have functional benefits," Ferreira said. "Two Spoons ice creams deliver exactly what you would expect from any premium ice cream. We make products that taste amazing, satisfy your cravings and improve your health without having to compromise." Bonus: It's spoon-soft right out of the freezer, dense, creamy and full of delicious mix-ins.

Check out the rest of the list of game-changing brands, on page 19



download

Formulating food and snacks in the GLP-1 era – report

Here's a precise roadmap to the opportunities brands can leverage in the GLP-1 space, to develop targeted offerings with careful marketing claims.

Small products, big challenges: Packaging solutions for GLP-1 consumers

by Ronda Racha Penrice



Americans are embracing GLP-1 (glucagon-like peptide-1) drugs for weight loss and other health reasons at an impactful rate. An August 2025 RAND [report](#) indicated around 12% of adults have taken GLP-1 drugs for weight loss, with 14% expressing interest in doing so. The fact that some of them are household names is sure to strengthen the trend. Goldman Sachs analysts are [expecting](#) more than 15 million adults to use GLP-1 drugs in their fight against obesity by 2030. Numbers like these cannot be dismissed. While weight loss is nothing new to the food industry, GLP-1 use requires changes and adjustments not previously encountered. The effect is already tangible.

A [report](#) from Big Chalk Analytics released in July 2025 found that GLP-1 users alone account for a \$6.5 billion drop in U.S. grocery spending. GLP-1 users are eating less, but they are still eating. It just looks very different. Food and beverage insight, strategy, innovation and development firm Mattson conducted proprietary research with current and recent GLP-1 users earlier this year. According to

chief technology officer Jaime Reeves, Ph.D., the results helped identify three key needs for this population: protein or nutrient-dense options, smaller portions (including sought-out “favorites”) and customization of the item to the individual’s tastes.

“They want smaller serving sizes because they get fuller faster due to the slower breakdown of foods in their digestive system,” Reeves explained. “GLP-1 users are looking for meals/snacks that are light and fresh. They are looking for nutrient-dense meals with protein and fiber coming from fruit and vegetables. Their cravings have shifted to wanting foods with rich textures, and they crave crisp and refreshing foods like cucumber or apples,” she shared.

Product delivery



GLP-1 users are eating less, but they are **still eating**. It just **looks very different**.

Based on another proprietary study Mattson conducted in February 2024, Reeves added, “We saw a decline in people really wanting foods that were salty, spicy, dairy, starchy. They’re looking for things like the Balanced Breaks by Sargento [with] the nuts and the dried fruit and the cheese. ... Protein has grown everywhere, and now fiber and probiotics are definitely the new hot thing.”

Reeves pointed to recent CPG launches from Danone and Nestlé, featuring products that are high in protein (20-23 g/serving) plus fiber. And Danone launched its Oikos Fusion beverage (designed for GLP-1 users) in a 7 oz. bottle, which is smaller than traditional protein shakes that come in an 11 oz.-12 oz. serving.

As marketers, brands and formulators work to come up with products that appeal to these needs, shifts in packaging may also be in order. In the case of snack-size on-the-go food options, the industry is learning that the appeal reaches far beyond GLP-1

users. Mattson’s research supported this, as multiples, minis, snack-size or other portion-reduction options not only resonated with these GLP-1 users, but also with other consumers who simply enjoy grazing.

More than meets the eye

Beyond convenience for the consumer, though, new packaging also must consider factors such as shelf life, food safety and



read

Fiber’s comeback: From fad to foodie favorite

Explore how brands are making fiber delicious and convenient, and also focusing on weight management, particularly with the rise of GLP-1s.



Pouches require **less energy** and they use **less packaging**.

quality control. Global packaging expert Claire Sand, Ph.D., owner of Packaging Technology & Research, noted some of the on-trend food offerings don't require extra packaging effort. "[The claim] 'high protein less sugar' actually lowers the requirement of packaging," she stated. "If the product has less sugar, it requires less of a barrier."

She continued, "The other thing about GLPs is that sometimes we focus a lot on the protein and on the good fats – and the good fats are the ones that have a lot of unsaturated fats. Polyunsaturated fats and monounsaturated fats ... those fats oxidize. Saturated fats don't oxidize. When we have more fats that can oxidize, we also need a really good barrier. Low sugar means that we need less of a moisture barrier, but more unsaturated fats mean we need a better oxygen barrier."

Sand, who is also a professor in the field, suggested using modified atmosphere packaging – which essentially takes all the oxygen out of the package – if a high oxygen barrier would be beneficial. "We see that with potato chips or those tiny snack packs of Doritos. Those are flushed with nitrogen. ... we use that same technology with a chickpeas snack. We would either make sure all the oxygen is out of there, or we would replace the oxygen by making a magnetic order [that] would replace the oxygen with nitrogen."

Protecting against microbes is another key priority, Sand shared. "If it's in a snack container and it hasn't been processed [and] hasn't been exposed to heat to kill the microbes, then it's a big concern. Because it has high moisture content and high acidity, we need to do really good packaging. We need to change the atmosphere inside it, so that certain microbes can't grow. And by certain microbes, I mean the really bad ones. *Clostridium botulinum* is one of the really bad microbes; just a tiny bit will kill you, and that's why we have pouches of tuna."

Retort pouches are standard in the industry and are processed in the same way a can is processed, Sand mentioned. Not only do they kill microbes, but "the cool thing about the pouches is that it takes less energy to actually get the product inside the pouch up to killing temperature because it's flat," she said.



Product delivery

Environmental benefits may also be at play. “The pouches are so thin, you’re heating from the outside in, but the distance there is smaller. They require less energy,” Sand maintained. “Also, when you look at it from how much packaging we’re using, they use less packaging.”

Thus far, packaging technology has kept pace with snacks catering to GLP-1 users and others following similar eating patterns. Jerky, chickpea snacks, nuts, even nonrefrigerated protein shakes are already portioned into grab-and-go options with a respectable shelf-life. But Nate Frazier, managing partner of the newly released Gym Snack from food and beverage holding company Louisville Brands – which also makes the popular plant-based snack Louisville Vegan Jerky – believes more advances are not only possible, but necessary.

“Over the last couple of years, I have had an opportunity to take a deep dive into what’s

happening in the market,” Frazier, a former COO for GNC, noted. “A lot of it is surrounding this shift past what happens when somebody’s been on the GLP-1 shots for a long time. Another great outcome of that has been that people have really gotten a lot more educated

about the quality of food that they’re taking into their bodies.”

He contended that his company’s chef-inspired Gym Snack “Cheddar Cheeze Bits” deliver big in a small 2-oz., two-serving package. The product offers 16 grams of complete (based on its amino acid profile) plant-based protein per serving and is free from seed oils, dairy, soy and gluten.

Regardless of whether today’s snack concepts were intentionally launched toward GLP-1 users, it’s quickly becoming clear that many consumers are interested in smaller food and snack packages offering targeted nutrition. The industry should take note and keep innovating. ■



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Perfect Keto – Better snack bars

Founder: Anthony Gustin

The story: CEO Justin Eaton explained, “Most meal replacement and snack bars on the market either spike blood sugar or sit heavily in the stomach – both of which are amplified challenges for people using GLP-1s.” Perfect Keto Collagen and Nola Bars were designed to minimize blood sugar spikes, while providing satiety and steady energy.

Why it’s a game changer: Why it’s a game changer: Perfect Keto bars are optimized for gut tolerance and metabolic support, boasting a balance of fats, protein and fiber that delivers satiety without discomfort. “We specifically use collagen protein, which is [easier to digest](#) than whey and directly supports [skin elasticity](#), [hair strength](#) and [joint health](#),” Eaton continued, “key concerns for many GLP-1 users who struggle to meet protein needs and may experience issues like ‘Ozempic face’ or thinning hair.”



Lentiful – Single-serving convenience foods

Founder: Ben Bacon

The story: Bacon created the product to offer a hearty, plant-based option that delivers satiety, without the 30 to 40 minutes typically required for cooking. “Most convenient foods fall into two categories: They’re either quick but nutritionally empty, or nutrient-dense but slow and inconvenient to prepare,” Bacon said. “Lentiful closes that gap by offering a shelf-stable, portable cup that’s ready with just hot water or a microwave – no dishes, no cleanup.”

Why it’s a game changer: “From a nutritional standpoint, we’ve built Lentiful to be uniquely supportive of GLP-1 users,” Bacon said. “Each serving delivers a high-protein, high-fiber profile with minimal fat, which helps extend satiety without slowing digestion.” Each cup boasts 200 calories, 12 g of protein and 7 g of fiber. Low-sodium options may also be attractive to consumers who are watching that intake.



Alec's Ice Cream – Single-serving indulgent ice cream

Founder: Alec Jaffe

The story: Jaffe, a lifelong ice cream lover, noticed a gap in the frozen aisle: a lack of nutrient-conscious desserts that balance indulgence with portion control. Drawing on his experience exploring his relatives' sustainable farmland, he created regenerative organic ice cream in single-serve Culture Cups.

Why it's a game changer: Ice cream is often the first treat people cut when trying to manage their weight, thanks to large serving sizes, high added sugars, heavy processing and fillers with little nutritional value. Culture Cups change that with built-in portion control – each pack includes four 3.5-ounce cups – gut-friendly A2 dairy, plus probiotics and prebiotics, for a better-for-you treat. Free from seed oils, artificial flavors, gums and fillers, every bite delivers clean, high-quality ingredients.



Kif Nature's Soda – Gut-friendly sips

Founder: Caroline Brain

The story: Brain noticed a growing demand for clean-label beverages that support gut health without added sugars, artificial ingredients, preservatives or additives. Kif is a probiotic kefir soda designed to work with the body's microbiome, made with real fruits and herbs, and crafted with ingredients only found in the produce aisle.

Why it's a game changer: "Many so-called better-for-you snacks are calorie-dense protein bars, high-fat bites, or fiber-heavy cookies that can sit heavily in the stomach and leave consumers feeling weighed down rather than energized," Brain said. With under 6 g of sugar and over 12 billion live probiotics per can, Kif Nature's Soda is sweetened with organic cane sugar, powered by fermented ingredients, and boosted with functional fruits and herbs for refreshment that's GLP-1 friendly.

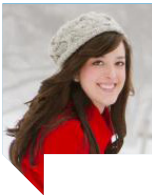


IQBAR – Body-and-mind snack bars

Founder: Will Nitze

The story: Nitze created IQBAR to fuel his fellow “doers” – people who need to stay physically and mentally fit throughout the day.

Why it’s a game changer: “Our bars are ideal for those seeking to control appetite and weight,” he said. “No other bar ‘threads the needle’ across all the value points we do, all of which are ideal for GLP-1 users.” IQBARs deliver on protein, fiber, brain nutrients and taste, while also maintaining an exceptionally low-sugar, clean-label profile. ■



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